

INVOICE



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
Main: (561)655-5455
Billing: (877)290-6105

Invoice #	Invoice Date	Invoice Month	Invoice Period
306869-1	08/19/12	August 2012	07/30/12 - 08/14/12

Station	Account Executive	Sales Office	Sales Region
WPTV	WPTV House	WPTV Local	Local

Billing Address:

Cardinal Strategies, LLC
Attention: Accounts Payable
3901 South Flagler Drive
Ste 903
West Palm Beach, FL 33405

Send Payment To:

WPTV
P.O. Box 116871
Atlanta, GA 30368-6871

Advertiser	Product	Estimate Number
Sullivan / Non / Circuit Cou	Sullivan for County Court	

Flight Dates	Order #	Alt Order #
08/06/12 - 08/14/12	306869	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/07/12	08/10/12	Today on 5	5-6a	-TWTF--	:30	3	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 3 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 08/07/12 5:27 AM Today on 5 5-6a :30 janesullivanjudgeH \$250.00 NM 3 WPTV W 08/08/12 5:36 AM Today on 5 5-6a :30 janesullivanjudgeH \$250.00 NM 2 WPTV Th 08/09/12 5:36 AM Today on 5 5-6a :30 janesullivanjudgeH \$250.00 NM									
2	08/13/12	08/14/12	Today on 5	5-6a	MT-----	:30	2	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 MT----- 2 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV M 08/13/12 5:27 AM Today on 5 5-6a :30 janesullivanjudgeH \$250.00 NM 1 WPTV Tu 08/14/12 5:27 AM Today on 5 5-6a :30 janesullivanjudgeH \$250.00 NM									
3	08/07/12	08/10/12	Today on 5	6-7a	-TWTF--	:30	3	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 3 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Tu 08/07/12 6:25 AM Today on 5 6-7a :30 janesullivanjudgeH \$475.00 NM 2 WPTV W 08/08/12 6:19 AM Today on 5 6-7a :30 janesullivanjudgeH \$475.00 NM 3 WPTV F 08/10/12 6:50 AM Today on 5 6-7a :30 janesullivanjudgeH \$475.00 NM									
4	08/13/12	08/13/12	Today on 5	6-7a	M-----	:30	1	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 6:23 AM Today on 5 6-7a :30 janesullivanjudgeH \$850.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	08/13/12	08/13/12	Today Show	7-9a	M-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 8:29 AM Today Show 7-9a :30 janesullivanjudgeH \$900.00 NM									
6	08/07/12	08/10/12	Live on 5	5-530p	-TWTF--	:30	1	\$585.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 1 \$585.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV F 08/10/12 Live on 5 5-530p :00 \$585.00 NM See MG 8.3,8.4,8.5,8.6,8.7									
7	08/13/12	08/13/12	Live on 5	5-530p	M-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 5:21 PM Live on 5 5-530p :30 janesullivanjudgeH \$650.00 NM									
8	08/07/12	08/10/12	Newschannel 5 News at 530-6p		-TWTF--	:30	2	\$425.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 2 \$425.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Tu 08/07/12 5:42 PM Newschannel 5 News at 530 530-6p :30 janesullivanjudgeH \$425.00 NM 1 WPTV F 08/10/12 Newschannel 5 News at 530 530-6p :00 \$425.00 NM See MG 8.3,8.4,8.5,8.6,8.7 3 WPTV Sa 08/11/12 6:28 AM Sa 6-7a 6-7a :30 janesullivanjudgeH \$250.00 NM MG for 6.1,8.1,13.1 4 WPTV Sa 08/11/12 9:58 AM To The Point 9-10am :30 janesullivanjudgeH \$250.00 NM MG for 6.1,8.1,13.1 5 WPTV Su 08/12/12 6:39 AM Early Morning Olympics SU 6-10a :30 janesullivanjudgeH \$450.00 NM MG for 6.1,8.1,13.1 7 WPTV M 08/13/12 3:17 PM RTM 3-4p :30 janesullivanjudgeH \$200.00 NM MG for 6.1,8.1,13.1 6 WPTV M 08/13/12 3:59 PM M-F 4p-5p 4-5p :30 janesullivanjudgeH \$450.00 NM MG for 6.1,8.1,13.1									
9	08/13/12	08/13/12	Newschannel 5 News at 530-6p		M-----	:30	1	\$650.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$650.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 5:43 PM Newschannel 5 News at 530 530-6p :30 janesullivanjudgeH \$650.00 NM									
10	08/07/12	08/10/12	Newschannel 5 News at 6-630p		-TWTF--	:30	2	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -TWTF-- 2 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WPTV Tu 08/07/12 6:14 PM Newschannel 5 News at 6 6-630p :30 janesullivanjudgeH \$500.00 NM 1 WPTV W 08/08/12 6:13 PM Newschannel 5 News at 6 6-630p :30 janesullivanjudgeH \$500.00 NM									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
11	08/13/12	08/13/12	M-F 6-630p	6-630p	M-----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/13/12 08/19/12 M----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV M 08/13/12 6:16 PM M-F 6-630p 6-630p :30 janesullivanjudgeH \$900.00 NM									
12	08/09/12	08/09/12	M-Su Late News/Olympic:12a-1235a		---T---	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 ---T--- 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 08/09/12 12:26 AM M-Su Late News/Olympics 12a-1235a :30 janesullivanjudgeH \$600.00 NM									
13	08/12/12	08/12/12	M-Su Late News/Olympic:11p-1135p		-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Su 08/12/12 M-Su Late News/Olympics 11p-1135p :00 See MG 8.3,8.4,8.5,8.6,8.7 \$600.00 NM									

Total Spots 22 Gross Total \$10,250.00

Payment Terms 30 Days

Agency Commission \$1,537.50
Net Amount Due \$8,712.50